

BEHREND'S HOLDS UNUSUAL SALE

Every Article in the Store Offered at a Reduced Price.

SALE STARTS TOMORROW

Reconstruction of Store Front and Enlargement Reason for Wholesale Reductions on Their Stock.

It isn't often that a big institution like a department store makes a move looking to improvement and before the move is completed, the results already attained prove the wisdom of that move. Such a result has just been obtained by Behrends', one of Seventh street's fastest growing department stores. Public interest will center around the fact that it has necessitated a sacrifice sale of the store's entire stock, at a time when it has just been replenished for the spring trade.

Although Behrends' store is a very recent construction, the business increase of this establishment has reached such proportions that it was found necessary to reconstruct the front of the building, giving additional floor space on the third floor and the installation of additional cash service stations and re-arrangement of departments on the first floor for the convenience of shoppers, and most important of all, in order to give more window display space in which to make a more representative showing of the firm's most attractive offerings.

The final work of the builders is now confined entirely to the exterior of the building. Customers, once inside, would scarcely be aware of the fact that building was going on just outside. However, to offset the present torn up appearance from the outside, which discourages shopping and prevents the usual display of the store's stock, the firm offers their entire stock at sacrifice prices, beginning tomorrow morning at 9 o'clock. No prices are mentioned in the store's advertisement for Monday shoppers. The simple announcement is made: "We are determined to overcome this condition by offering our entire stock at sweeping sacrifices to offset the re-building handicap." In short, Behrends' have already

proved the importance of window display, proved it by the fact that the scheme of their windows during rebuilding has interfered with business to an extent that necessitated such a step as the sale which begins tomorrow.

PROGRESSIVE DEBATORS WIN.

G. W. U. Students Believe Cabinet Should Initiate Laws in Congress.

Members of the President's Cabinet should be permitted to initiate legislation and to participate in debate, without the right to vote, in both houses of Congress, according to the decision rendered by judges of a debate between members of the Enosian Society of George Washington University, held at the Arts and Sciences Building on Friday night.

The affirmative side was represented by Miss A. G. Goodrich and W. W. Ostrow. The negative was supported by Messrs. Kayser and H. Newman.

Plans were discussed for the debate to be held between the society and the Columbian Debating Society of the university at Public Library in April. Preliminary arrangements also were made for the celebration of the ter-centennial of the death of Shakespeare.

Mrs. May G. Garges Buried.
Funeral services for Mrs. May G. Garges, who died Thursday in George Washington University Hospital, after an illness of several months, were held yesterday at the home, 466 G street southwest. Requiem mass was celebrated at 9 o'clock at St. Dominic's Church. Interment was in Mt. Olivet Cemetery. Mrs. Garges is survived by the husband, Henry G. Garges; a son, Walter, 4 years old; her mother, and several sisters.

Storm Sweeps North Sea.
Copenhagen, Feb. 19.—Terrible storms are raging on the North Sea. Shipping has been badly damaged. An unknown schooner sank off the coast of Norway. There is no trace of her crew.

England After \$2,000,000,000 More.
London, Feb. 19.—It is estimated that the new credit to be voted by parliament on Monday will be \$2,000,000,000. This will make a total credit already voted of \$10,210,000,000.

Killed in Coal Mine.
West Brownsville, Pa., Feb. 19.—Frank Wilson, 28 years old, of California, Penn., was killed in the mine of the Lilly Coal and Coke Company here today.

The report of the United States Commissioner of Internal Revenue shows that 1,743 illicit distilleries were seized in 1909 and 2,832 in 1915.

U. S. WILL SHOW SAFETY METHODS

National Museum Exhibit to Be Open Throughout This Week.

DISTRICT HAS DISPLAY

Secretary Lane Will Deliver an Address Tomorrow Evening—Twenty-five Federal Bureaus Represented.

The saving of life on land and sea by the heroes of Uncle Sam's service will be depicted by model, chart, working apparatus, lecture and moving pictures at the National Safety First Exposition at the National Museum throughout the week beginning tomorrow. This exposition, which is under the auspices of twenty-five Federal bureaus, the American Red Cross and the District police department, will give the people of Washington a rare opportunity to learn of the many activities of the government along "safety first" lines than has ever been accorded to the citizens of any other country.

The Bureau of Navigation, Department of Commerce, has installed a unique wireless receiving station in the museum, and is preparing to allow the visitors to listen to the wireless whisperings that pass through Washington on their way to remote parts of the earth. The idea is to give the people a better conception of the "safety first" of the wireless, which has already been instrumental in saving thousands of lives. In addition the Bureau of Navigation will display, for the first time, what is known as an automatic wireless fog signal, which it is understood will be placed in the various lighthouses on the coasts.

Fire Waste Tremendous.

The Bureau of Standards will show the tremendous fire waste of the country, which now reaches \$200,000,000 a year. According to that bureau, the loss from fires in the United States each year is more than one-fourth the total expense of the national government and greater than the annual appropriations for the army and navy.

In the exhibits of the medical departments of the United States army and

navy, there is a general air of preparedness that will surprise the visitors.

The Coast Guard Service of the Treasury Department is represented in a rather dramatic way. As one enters the hall, a long-barreled gun, which looks like a gigantic weapon of death, greets him. From its mouth dangles a rope which leads to a box containing more rope in coils. The gun is the latest type of life gun used by the Coast Guard Service in throwing a life-line to a vessel in distress preparatory to rigging up the breeches buoy.

The Bureau of Mines, Interior Department, is represented by figures showing the latest apparatus won by Bureau rescuers in entering mines following explosions, and resuscitating devices being used at the mines.

The Public Health Service, Treasury Department, tells the visitors what ten years of health protection have done for the United States in the following words: "Yellow fever totally eradicated. Typhoid fever cut in half. Tuberculosis on the decline."

Police Department Has Display.

The Weather Bureau, Department of Agriculture, shows a number of interesting devices which has a great deal to do with the safety of the people.

The District police department, with its display of modern traffic safeguards, suggests at once to the visitors, "Watch Your Step." It is said that this exhibit has been practically developed since Maj. Pullman became superintendent of police.

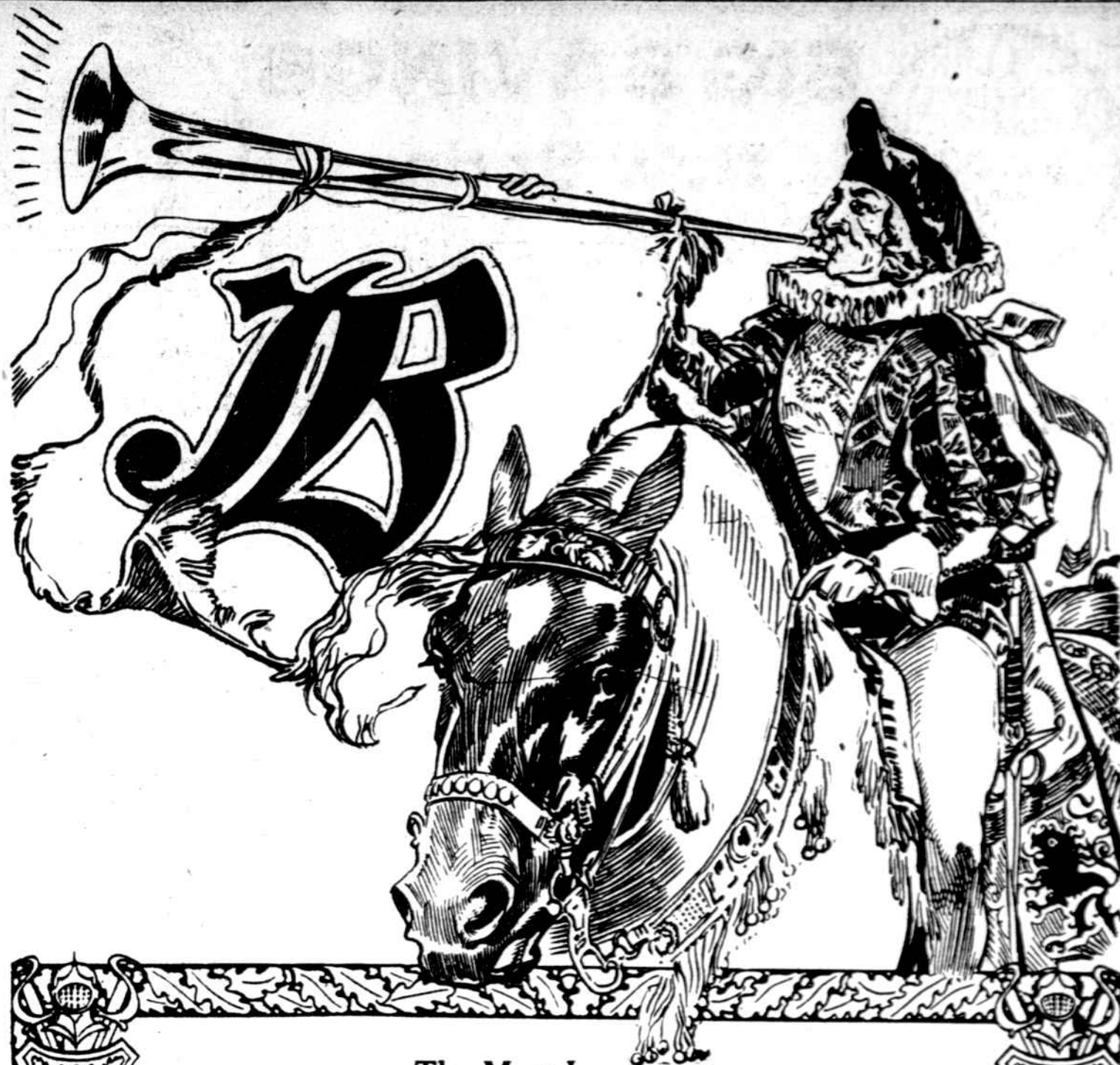
The Interstate Commerce Commission, charged with the safety regulations on the railroads, shows models of cars and demonstrates the increased safety of the steel car as compared with the wooden car.

The exposition opens tomorrow morning at 9 o'clock. In the afternoon there will be several motion picture lectures, one by Miss Helen Gordon, representing the Children's Bureau, on "Safety First Through the Kindergarten for the Individual, the Home, City and Nation;" another by R. B. ole, of the United States Geological Survey, on what the Survey is doing in the way of hygiene.

Mr. Dole will speak from 2 to 3 o'clock and Miss Gordon from 3 to 4 o'clock. In the evening at 8:30 o'clock, Secretary of the Interior Lane will address the visitors on Safety First, formally opening the exposition. The day will be known as Interior Department day.

RHEUMATISM CAN BE CURED

Sufferers with Rheumatism, Neuralgia, Neuritis, Lumbago, Sciatica, Rheumatoid Arthritis or Gout, no matter how severe your case is, write for my FREE book, Frederick Dugdale, M. D., 372 Beakton Street, Boston, Mass., Dept. 774.



The Most Important Announcement

Ever Made By
Any Shoe House
Any Where, at Any Time

THE House of BERBERICH has grown—in size and with rapidity—as no other retail shoe stores have ever grown. But this announcement is not about the growth of the BERBERICH stores.

Just as a man had to "dream" a bridge and then plan and work to realize that "dream" before the first bridge was built, just so did we long ago "dream" of big shoe stores catering to the footwear needs of all Washington and have today realized far beyond those dreams. But never in our biggest flights of imagination did we ever "dream" that shoes would become the important articles of apparel that they have become.

Today the women of every section of the country give more consideration to footwear than to any other single article of apparel in the entire wardrobe, and never before has "mere man" himself, given so much thought to the proper dressing of his feet. In a word, footwear fashions have assumed the position of importance formerly held by "millinery"

and the "costume" almost exclusively. Any woman will verify this fact. Costumes are made to both match the shoes and to show them—especially to show them—as a promenade on F street any afternoon or Connecticut avenue any Sunday will prove.

And now we come to the gist of this announcement. One of the members of this firm has spent the last three weeks among the quality shoe manufacturers, going from factory to factory getting the exclusive Washington representation for all their new models as fast as they have been approved by fashion authorities and released for sale. This exclusive right has been granted BERBERICH because of the national reputation of this house—and the fact that we have guaranteed these manufacturers that we would attract all Washington interested in footwear to our exclusive displays of their exclusive models—do this if it took an announcement this size or bigger every business day of the year from now until Easter—

Simply to Let the People Know that All the New Shoe Styles May Be Seen and Purchased at

Berberich's

Washington's Largest and Most Progressive Shoe House—Established 1868.

Branch Store 813 Pennsylvania Ave. Main Store 1116-22 Seventh Street

Every day now we are receiving shipments of the new models that will predominate among the elite. Our first formal announcement concerning the new spring styles will appear in The Washington HERALD, of Wednesday, February 23.

Opportunity Days

MONDAY, TUESDAY AND WEDNESDAY

AT ALL FOUR OF OUR STORES

PEOPLE'S DRUG STORES

Home of Cut Prices

We Always Sell It for Less

AT OUR FOUNTAIN

Hot Chocolate with Whip 5c
Ice Cream 5c
Sodas 5c

Expert Dispensary Service.

MUSCO RUBBING OIL

RUBS RHEUMATISM AWAY

Musco, the famous Oil of Wintergreen liniment, removes pain and does not blister. Put up in large bottles; regular 50c size. 29c

PEROXIDE

4-oz. Bottles 10c
Half-pints 19c
Pints 25c

Many of the stores are out of it.

TOILET ARTICLES

15c Babcock's Corylopsis 11c
Talcum.....

35c Barnard's Honeyuckle Talcum Powder; a refreshing, highly perfumed and borated sanitary powder for the nursery and toilet use after shaving; packed in large half-pound sprinkle-top boxes. 25c

25c Kolyons Tooth Paste.....17c

25c Ipeco Tooth Paste prevents Rigids disease, hardens the gums and whitens the teeth. 19c

25c D. & R. Cold Cream, 18c.

25c Graham's Peroxide Cream (non-greasy), mild skin bleach which cleanses the pores and serves the skin. 19c

25c Danderine Hair Tonic.....15c

75c Cooper's "Hair Success" removes dandruff and promotes the growth of hair. 50c

25c Cuticura Toilet Soap.....19c

25c Dermatone Skin Soap, the famous baby soap.....15c

10c Jergon's Violet Glycerine Soap.....7c

Goodyear's Guaranteed Rubber

Hot-water Bottle, 2-quart size; maroon; Goodyear's best; guaranteed two years. This sale... \$1.49

Combination Fountain Syringe and Hot-water Bottle; the most complete outfit made by Goodyear; guaranteed two years. This sale... \$2.49

Hot-water Bottle, 2-quart size; full 2-quart size; guaranteed two years; best maroon rubber. This sale... \$1.49

Made Especially for Our Four Stores

Winter Remedies

25c White Pine Expectorant, plain or with tar.....15c

25c Hall's Cherry Expectorant.....19c

25c Laxative Bromo Quinine, Groves', the genuine.....19c

25c Cacao-tone Cold Tablets, a mild laxative without the bad effect of quinine; will break a cold in 24 hours.....19c

\$1.00 H. S. Wampole's Cod Liver Oil.....49c

PUT ON WEIGHT.
Take Nutra Vim, a tonic wine made of extract of Cod Liver Oil, Malt, Wild Cherry and Hypophosphites; creates an appetite and builds up the system; regular \$1 bottle.....79c

50c Scott's Emulsion, 25c

\$1.00 H. K. Wampole's Extract Cod Liver, the original.....71c

50c Father John's.....29c

50c Pure Cod Liver Oil, pint.....39c

25c Sloan's Liniment.....19c

10c Brown's Mixture and Ammonia Lozenges.....15c

Japanese Make

Large assortment of Tooth Brushes to select from; every one guaranteed not to shed; regular 19c value. This sale.....13c

Hands of Velvet in a Single Night

Just a few applications of Queen Anne Lotion will do the work. Non-greasy—can put your gloves on after applying.

Two Sizes, 25c and 50c

Big Opportunities in Sundries

\$1.00 Seamless Hot-Water Bottles, about 2-qt. size, guaranteed perfect.....59c

50c Bulb Syringe, red rubber.....39c

25c Red Rubber Sponges; extra large.....14c

50c Hair Brushes; stiff, unbleached bristles; a favorite among the barbers.....29c

\$1.00 Fountain Syringe, all complete; guaranteed perfect.....49c

75c Razor Straps; extra heavy, 49c; good quality.

\$2.00 Guaranteed Razors; brand new stock.....89c

35c Ladies Dressing Combs; 24c all coarse or half fine.....

Lyon's Tooth Powder

The standard tooth powder the world over for 20 years; regular 25c box; with coupon, only.....12c

For Deep Coughs

Heavy colds, bronchitis and all forms of pulmonary and lung trouble, can be healed with Graham's Emulsion of Cod Liver Oil combined with hypophosphites of lime and soda. Pleasant, palatable; a child can take it. Regular \$1.00 bottles.....79c

PHONE AND MAIL ORDER SERVICE

"WE ALWAYS SELL IT FOR LESS"

PEOPLE'S DRUG STORES

Main Store, No. 1, Cor. 7th & K Sts., N.W.
No. 2, 7th & M Sts., N.W.
No. 3, 2002 14th St., N.W.
M.G. Gibbs, Prop.

WE DELIVER FREE—FREELY